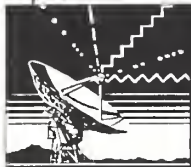


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Broadcasters Letter

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United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2748

January 12 & 19, 1996

COMBINED ISSUE -- The Blizzard of '96 kept us from publishing our January 12 issue of *Broadcasters Letter* so we are including highlights from that week with this issue. We regret any inconvenience that may have caused our readers.

FAT INTAKE CONTINUES TO DROP -- Americans are eating less fat as a percentage of total calories, according to a new U.S. Department of Agriculture nationwide food survey. Data from the first year (1994) of the three-year survey, "What we Eat in America," found that Americans consumed 33 percent of calories from fat in 1994, continuing a downward trend. In the late 1970's Americans consumed 40 percent of calories from fat. According to a 1989-1991 survey, Americans consumed 34 percent of calories from fat. Even with this decrease, two-thirds of adult Americans still eat more than the 30 percent recommended limit for fat calories. Also, the survey found that nearly as many Americans are consuming more than the recommended limit for saturated fat. Survey participants in 1994 reported a total calorie intake about 6 percent higher than 17 years ago. Thirty percent of the men and 45 percent of the women reported that they rarely engaged in vigorous exercise. This may help explain why participants reported weights averaging 11 to 12 pounds heavier. **Contact: Judy McBride (301) 344-2861.**

GLICKMAN TALKS WITH EU COMMISSIONER FISCHLER -- Agriculture Secretary Dan Glickman said among the items covered in a January 11 discussion with European Union Farm Commissioner Franz Fischler were the hormone issue, biotech issues, status of the farm bill and prospect for European enlargement into Eastern Europe. On the hormone ban, Commissioner Fischler outlined the current status of the problem in Europe and indicated that the report of scientific conference held late last year was now completed. Fischler was not able to indicate that steps would be taken to resolve the problem to U.S. satisfaction in the near term. Secretary Glickman said, "The evidence is overwhelming that proper use of these hormones poses no danger to human health, and the World Trade Organization (WTO) Sanitary and Phytosanitary Agreement ensures that the principles of sound science must prevail in matters such as this." Secretary Glickman said he will recommend that the United States initiate WTO dispute settlement proceedings against the EU ban. Glickman added that the U.S. will continue to pursue efforts with the EU to find a bilateral solution. **Contact: Tom Amontree (202) 720-4623.**

USDA EXTENDS DEADLINE FOR MARKET PROMOTION -- The U.S. Department of Agriculture extended its deadline for applications for participation in the Market Promotion Program (MPP) to 5:00 p.m. (EST) Monday, January 22, 1996, due to severe weather conditions in the Washington, DC metropolitan area and closure of the federal government last week. Applications may be hand-delivered to USDA, FAS Marketing Operations Staff, Room 4932-S, 14th and Independence Ave., S.W., Washington, DC 20250-1042, or mailed to USDA, FAS Marketing Operations Staff, Ag Box 1042, Washington, DC 20250-1042. For additional information on the program, call (202) 720-5521. **Contact: Donald Washington (202) 720-3101.**

CARLIN SWORN IN AS ASSISTANT SECRETARY-- J. David Carlin was sworn in as assistant secretary for congressional relations by Agriculture Secretary Dan Glickman. Carlin will be responsible for planning, formulating, directing, and coordinating legislative affairs and intergovernmental relations for USDA. Before joining USDA, Carlin was an attorney with the law firm of Akin, Gump, Strauss, Hauer & Feld, L.L.P. where he concentrated on public law and policy since 1988. He is a member of the District of Columbia and Missouri bars. Carlin is a co-founder of Project Northstar, a tutorial program begun in 1988 for homeless children in Washington, D.C. A native of Smolan, Kansas, Carlin holds a J.D. degree from Harvard Law School. He received his B.A. degree from Kansas State University. **Contact: Martha Cashion (202) 720-3310.**

ROBINSON NAMED CSREES ADMINISTRATOR -- Bob H. Robinson has been named the administrator of the USDA's Cooperative State Research, Education, and Extension Service (CSREES). As administrator of CSREES, Robinson will oversee the agency formed by the merger of the Cooperative State Research Service and the Cooperative Extension Service during USDA's reorganization. Its primary responsibility is to provide leadership to the land-grant university system and its partners in research, higher education, and extension. Robinson comes from USDA's Economic Research Service (ERS) where he served as director of the Natural Resources and Environment Division since October 1994. He was director of ERS' Agricultural and Trade Analysis Division from 1990-94. Robinson was ERS' associate administrator from 1986-90. He started his career with ERS in 1965 as an economist. Robinson served on the faculty of Clemson University from 1972 through 1986. Born in Madison County, N.C., Robinson earned a B.S. degree in agricultural science from Berea College in Kentucky, a Master of Science degree in economics from North Carolina State University, and a Ph.D. degree in agricultural economics from Clemson University. **Contact: Maria Bynum (202) 720-5192.**

QUOTA INCREASED FOR RAW-CANE SUGAR -- Agriculture Secretary Dan Glickman announced (January 17) that the fiscal year 1996 tariff-rate quota (TRQ) for raw-cane sugar has been increased by 400,000 metric tons (440,924 short tons). The fiscal year 1996 TRQ level is set at 1,817,195 metric tons (2,003,114 short tons). Country allocations of the increased TRQ will be announced by the U.S. Trade Representative. USDA will continue monitoring import requirements and will adjust the TRQ accordingly. Final TRQ adjustments will be made on the basis of the most reliable supply and use information available. Any future TRQ adjustments would likely occur in the first and second quarters of calendar year 1996, when the USDA supply and use estimates provide a reliable barometer of import needs. The Department also will continue to monitor possible supplying-country shortfalls. **Contact: Glenn Kaup (202) 720-3329.**

INTERIM RULES FOR NATIONAL APPEALS DIVISION ISSUED -- Agriculture Secretary Dan Glickman announced (January 11) the interim final rules for the National Appeals Division of the U.S. Department of Agriculture. The Secretary said, "By publishing interim final rules, we establish a process for current operations while leaving the rulemaking door open. We needed to get procedures in place to serve our customers, but we recognized the need to evaluate how the rules work in practice and to receive comments on agency rules for informal appeals." The interim rules incorporate comments and recommendations from the 46 public responses to the proposed rules published May 22, 1995. They also include changes to internal agency rules for optional and required informal appeals in agencies whose adverse decisions are now subject to review by the National Appeals Division. **Contact: Martha Cashion (202) 720-3010.**

EDITED BY LESLIE PARKER

FROM OUR RADIO SERVICE

AGRICULTURE USA # 2016 -- For one reason or another, more people are turning to home-based businesses. In this edition, Brenda Curtis talks to an expert about the ups and downs of home-based businesses. **(Weekly cassette -- five minute documentary).**

CONSUMER TIME # 1495 -- Americans are eating less fat, but consuming more calories. Grocery shopping at home. Teenage pregnancy and nutrition. Updating food safety rules. Helping people in transition. **(Weekly cassette -- consumer features).**

AGRITAPE # 2008 -- U.S. to forward beef hormone issue to World Trade Organization. Wheat outlook. Higher corn prices. A tight, strong soybean market. Tobacco-good times for awhile. **(Weekly cassette -- news features).**

UPCOMING ON USDA RADIO NEWSLINE -- Tuesday, January 30, weekly weather and crop outlook. Wednesday, January 31, agricultural prices, dairy world markets and trade, tobacco world markets and trade. Thursday, February 1, catfish production and world horticultural trade. **NOTE:** Brenda Curtis will be covering a special Wetlands tour of the Mississippi Delta with Natural Resource Conservation Service Chief Paul Johnson January 23-25. Curtis will provide special coverage to the USDA Radio newslines as well as upcoming features on the radio cassette service. **These are USDA reports we know about in advance. Our newslines carry many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES: Lynn Wyvill reports on research at USDA's Agricultural Research Service in Beltsville, MD to preserve and study snowflakes. The close examination of snowflakes using a scanning electron microscope could hold the key to more accurately predicting western water supplies that are important for agriculture and other uses.

ACTUALITIES: USDA World Board Chairman Gerald Bange comments on USDA analysts' January crop production, use and stock estimates for wheat, corn, soybeans, rice and cotton. Wheat, corn, rice and soybean price estimates are up from a month ago.

SATELLITE COORDINATES: Thursdays, 3:45-4:00 p.m. ET on Telstar 402R, Transponder 13 (Vertical), Downlink Frequency 3960 MHz (89 degrees West), Audio, 6.2/6.8.

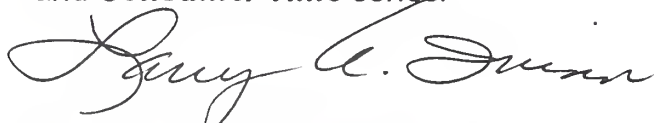
Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-mail: LQuinn@USDA.GOV.

OFF MIKE

BLIZZARD OF '96...will live long in our memory after the more than 30-inch snowfall in the Washington area is melted and gone. We were only able to work Thursday last week during a lull between storms. We regret inconveniences that many of you experienced in not being able to access our radio and television programs or to receive this letter. We were able to operate the radio newsline on January 11, but shipment of our weekly radio cassette service was delayed until early this week. Our satellite TV news package was prepared and ready, but the teleport confused the master tapes and replayed last week's features. We have tried hard to recover quickly and restore services that so many of you have called about.

THIS LETTER...was not printed last week, but we did prepare a shortened alternative which was made available via AgNewsFax and Internet that included our weekly listing of radio and TV news features. We continue to hear from our readers responding to our circulation survey. Because of the weather delay, we will postpone the paring of our subscriber list until the delayed mail arrives, and we can process the responses. Several respondents have asked if we could distribute **Broadcasters Letter** by automatic e-mail. That's a good suggestion, and we are planning to establish such a system.

20,000 CALLS...were made to our radio newsline during the past calendar year (actually 20,111). This is an increase of about 3,500 calls over last year's total. We offered a grand total of 2,053 news stories – 1,805 included actualities and 248 did not. Last year, we offered 1,903 stories on the daily newsline. We appreciate broadcasters' regular use of this service. The 24-hour dial-up service is available by calling **(202) 488-8358**. Comrex encoded number is **(202) 720-2545**. Last year, we also produced 52 **Agriculture USA** documentaries and 520 features in our **Agritape** and **Consumer Time** series.



LARRY A. QUINN, Director
Video, Teleconference and Radio Center



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